NAAN MUDHALVAN PROJECT REPORT

SUBSCRIBER'S GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS

INTRODUCTION

- Project overview
- Project purpose

Project overview

A subscriber to a channel on the video sharing is a user who has chosen to receive the channels content by clicking on that channel's "Subscribe" button and each user subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to user was introduced in October 2005. YouTube began publishing list of its most subscribed channels in April 2006.An early archive of the dates to May 2006.

Project purpose

- ***Clarity and Comprehension:***

  It transforms raw data into visual representations like charts, graphs, and maps, making it easier for individuals to grasp complex concepts and patterns.

- ***Insight Discovery:***

  By presenting data visually, patterns, trends, and outliers become more apparent. This aids in uncovering insights and making informed decisions.

- ***Communication:***

  It facilitates effective communication of information to a diverse audience, even to those who may not have a deep understanding of the underlying data.

- ***Comparisons and Contrasts:***

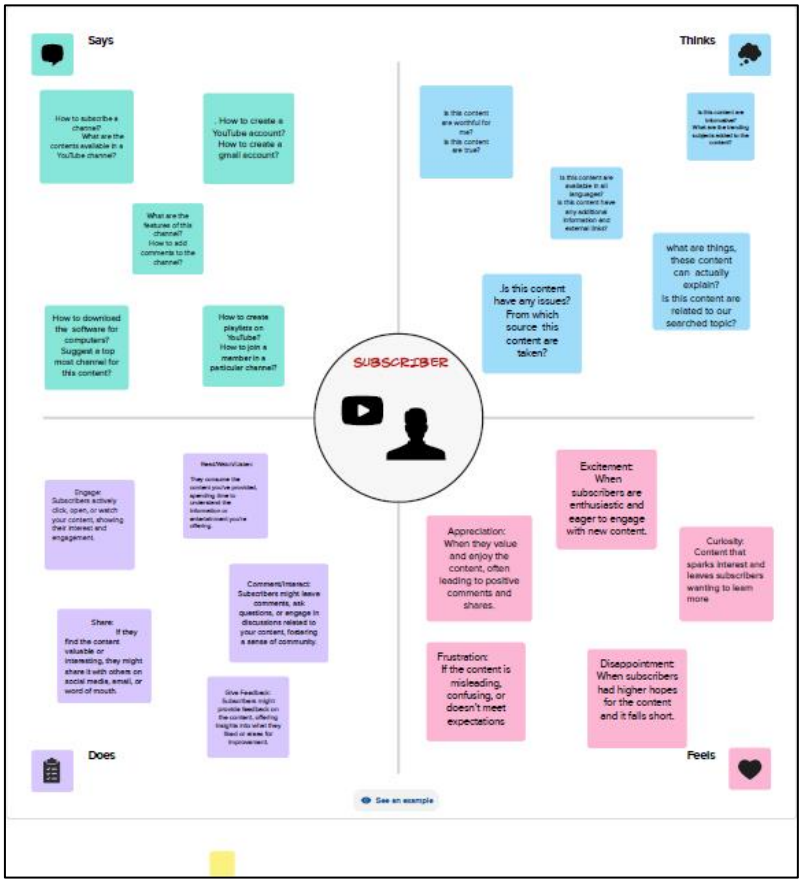
  Visualizations enable quick comparisons between different data points, helping to highlight differences and similarities.

- ***Storytelling:***

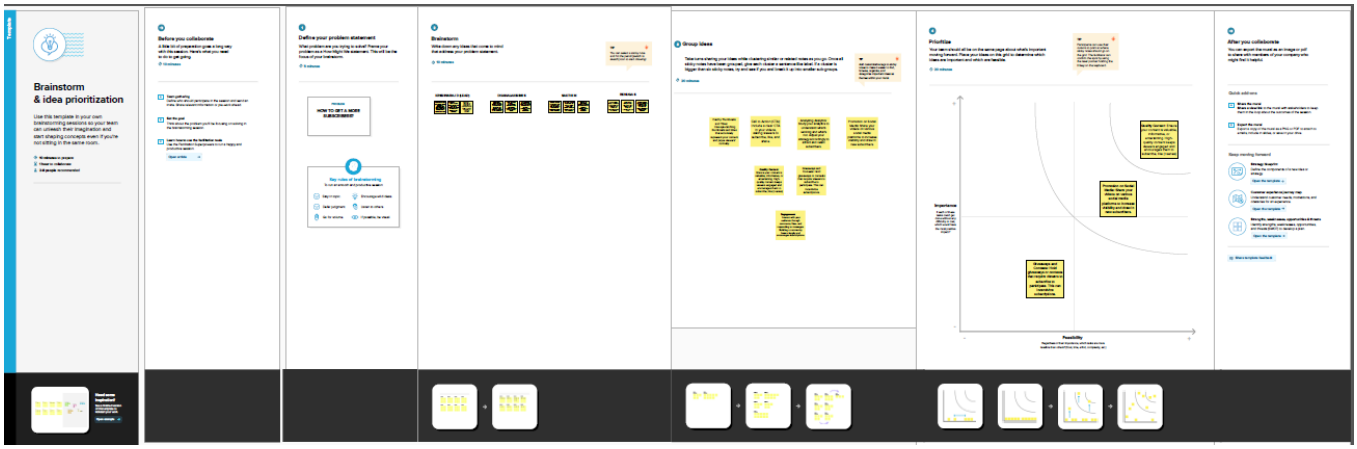
  It allows for the creation of compelling narratives around data, making it easier to convey a message or support an argument.

PROBLEM DEFINITION AND DESIGN THINKING

1. *Empathy map*



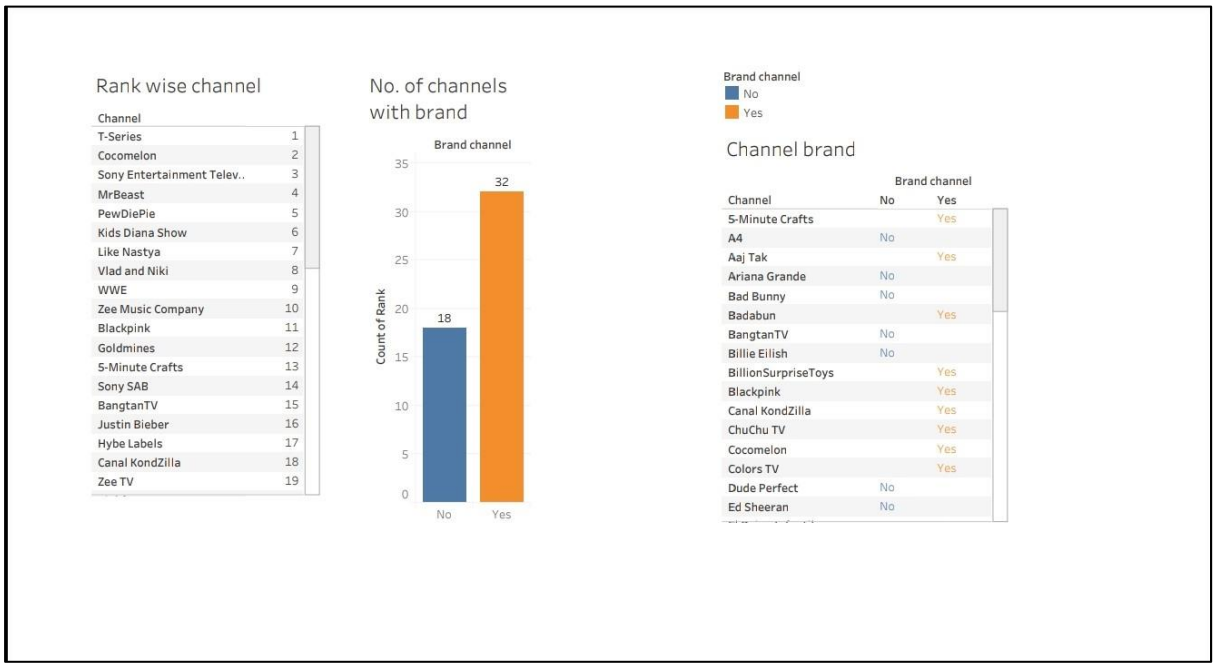
2. *Ideation and brainstorming map*



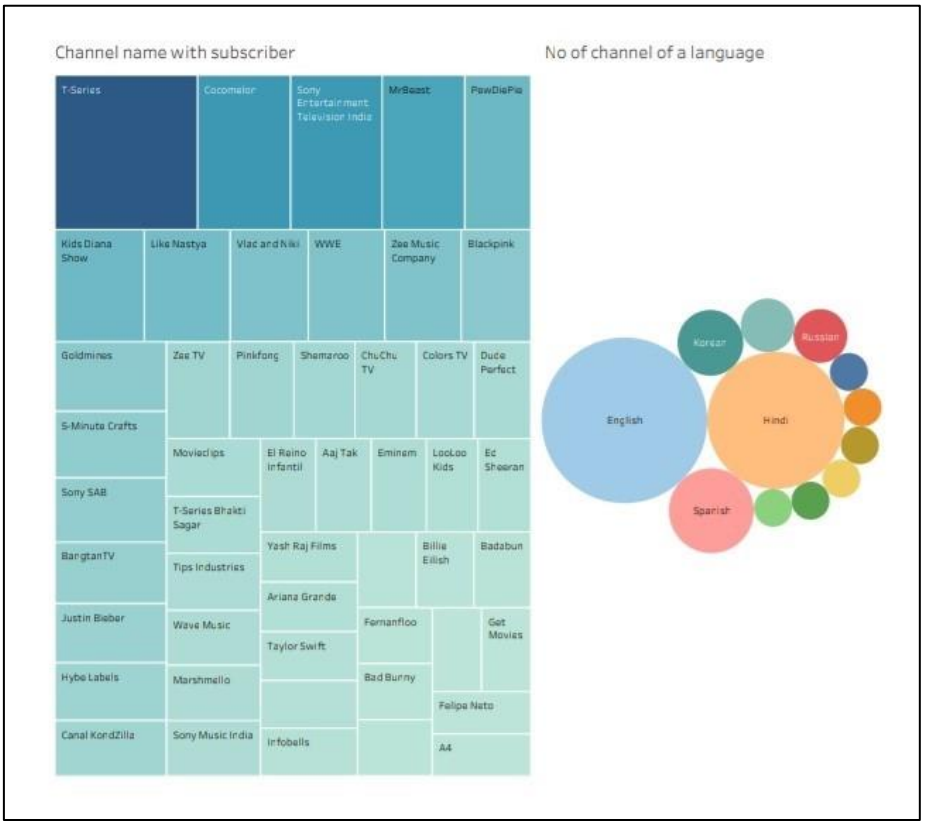
RESULT

DASHBOARD

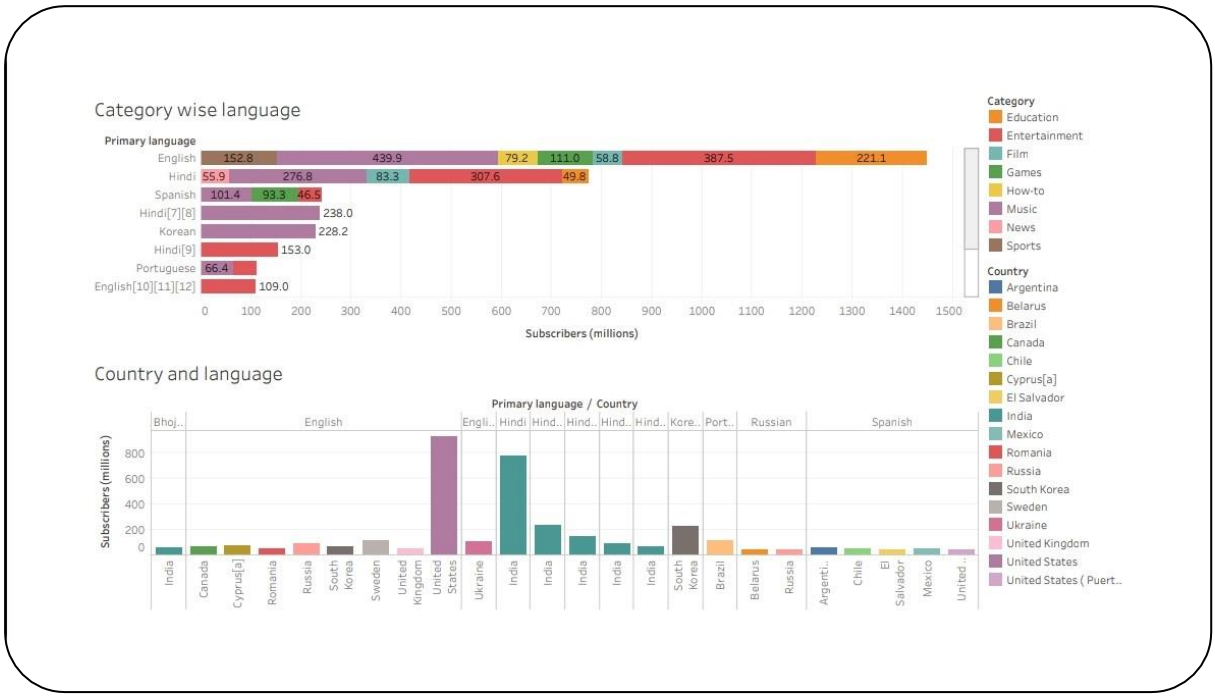
Dashboard-1



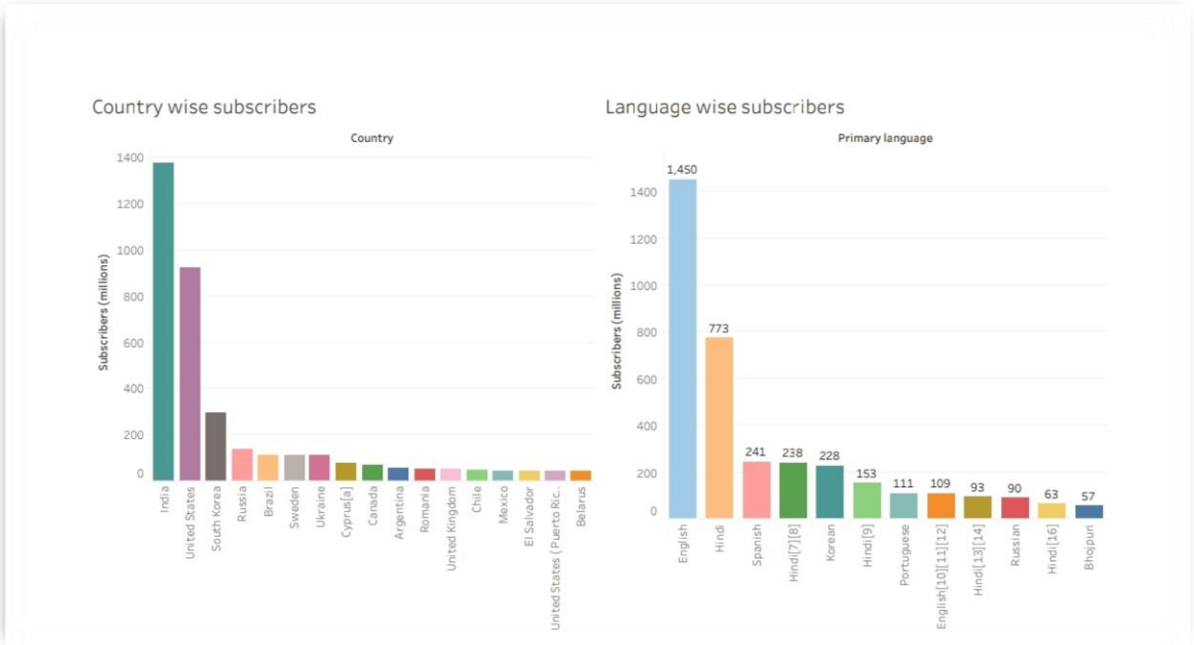
Dashboard-2



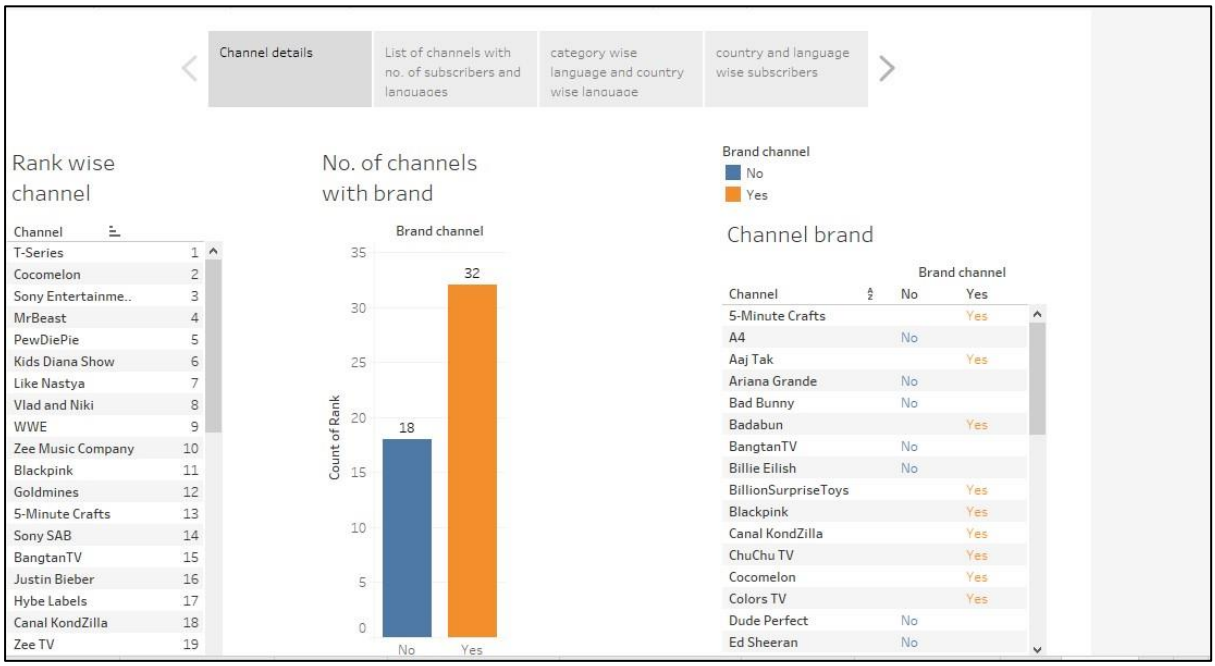
Dashboard-3

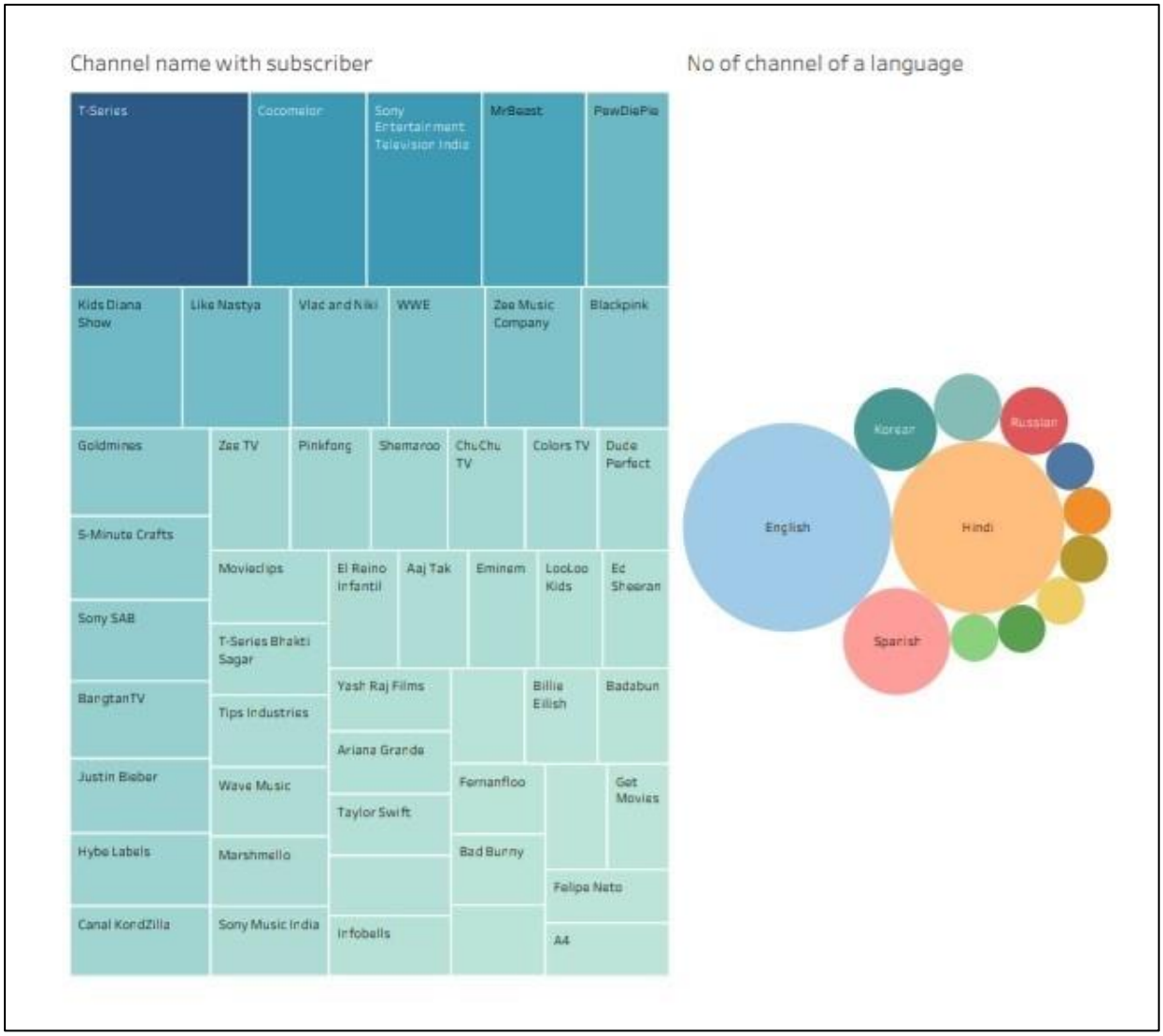


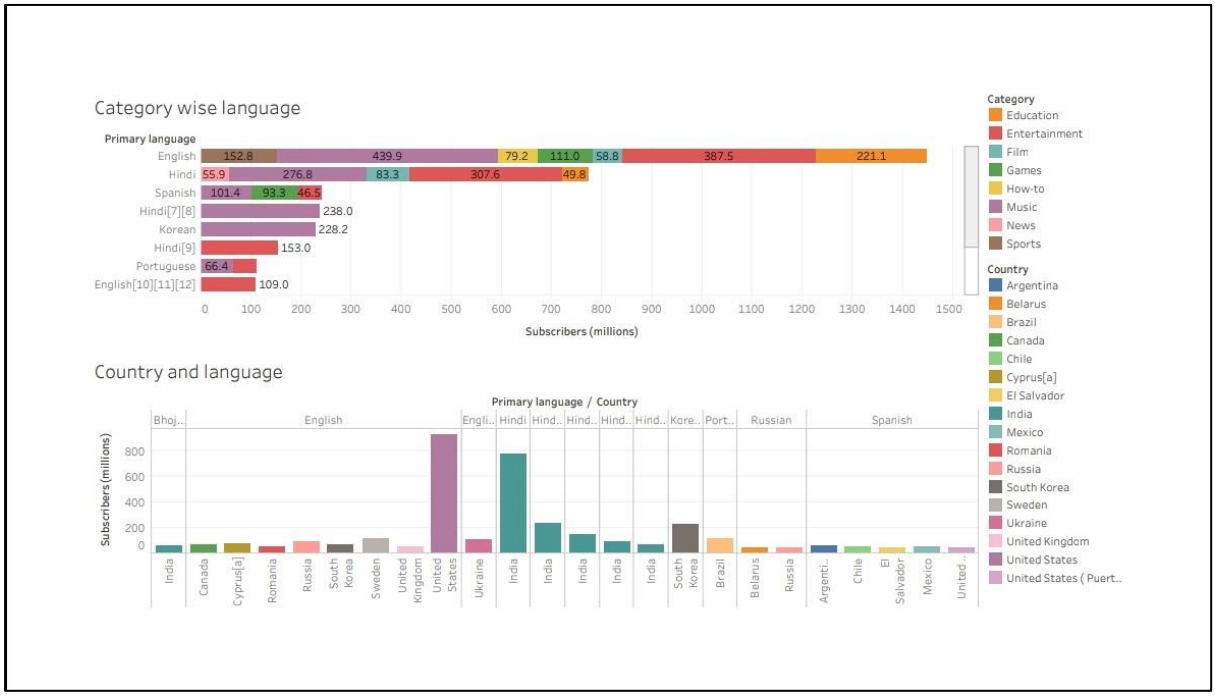
Dashboard-4

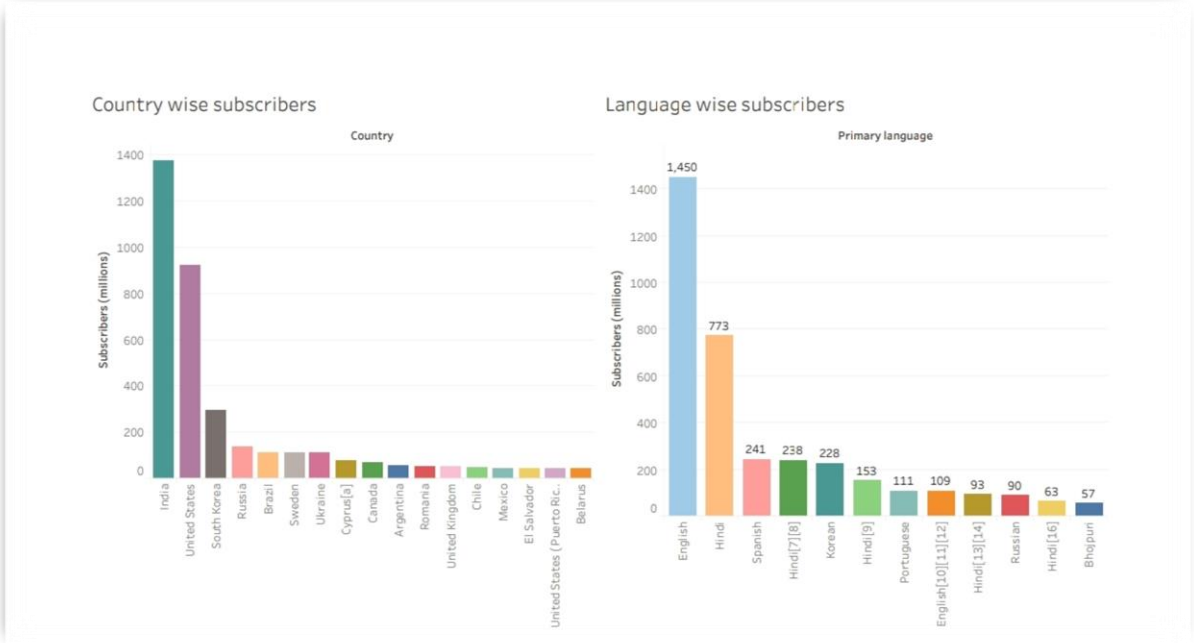


STORY


Channel details
List of channels with no. of subscribers and languages
category wise language and country wise language
country and language wise subscribers
Rank wise channel
Channel
T-Series 1
Cocomelon 2
Sony Entertainme.. 3
MrBeast 4
PewDiePie 5
Kids Diana Show 6
Like Nastya 7
Vlad and Niki 8
WWE 9
Zee Music Company 10
Blackpink 11
Goldmines 12
5-Minute Crafts 13
Sony SAB 14
BangtanTV 15
Justin Bieber 16
Hybe Labels 17
Canal KondZilla 18
Zee TV 19
No. of channels with brand
Brand channel
Count of Rank
35
30
25
20
15
10
5
0
18
32
No
Yes
Brand channel
No
Yes
Channel brand
Brand channel
Channel
No
Yes
5-Minute Crafts Yes
A4 No
Aaj Tak Yes
Ariana Grande No
Bad Bunny No
Badabun Yes
BangtanTV No
Billie Eilish No
BillionSurpriseToys Yes
Blackpink Yes
Canal KondZilla Yes
ChuChu TV Yes
Cocomelon Yes
Colors TV Yes
Dude Perfect No
Ed Sheeran No


Channel name with subscriber
T-Series
Cocomelon
Sony Entertainment Television India
MrBeast
PewDiePie
Kids Diana Show
Like Nastya
Vlad and Niki
WWE
Zee Music Company
Blackpink
Goldmines
Zee TV
Pinkfong
Shemaroo
ChuChu TV
Colors TV
Dude Perfect
5-Minute Crafts
Movieclips
El Reino Infantil
Aaj Tak
Eminem
LooLoo Kids
Ed Sheeran
Sony SAB
T-Series Bhakti Sagar
Yash Raj Films
Billie Eilish
Badabun
BangtanTV
Tips Industries
Ariana Grande
Justin Bieber
Wave Music
Fernanfloo
Get Movies
Taylor Swift
Hybe Labels
Marshmello
Bad Bunny
Felipa Neto
Canal KondZilla
Sony Music India
Infobells
A4
No of channel of a language
Korean
Russian
English
Hindi
Spanish


Category wise language
Primary language
English
Hindi
Spanish
Hindi[7][8]
Korean
Hindi[9]
Portuguese
English[10][11][12]
152.8
439.9
79.2
111.0
58.8
387.5
221.1
55.9
276.8
83.3
307.6
49.8
101.4
93.3
46.5
238.0
228.2
153.0
66.4
109.0
0
100
200
300
400
500
600
700
800
900
1000
1100
1200
1300
1400
1500
Subscribers (millions)
Category
Education
Entertainment
Film
Games
How-to
Music
News
Sports
Country
Argentina
Belarus
Brazil
Canada
Chile
Cyprus[a]
El Salvador
India
Mexico
Romania
Russia
South Korea
Sweden
Ukraine
United Kingdom
United States
United States (Puert..
Country and language
Primary language / Country
Bhoj..
English
Engli..
Hindi
Hind..
Hind..
Hind..
Hind..
Kore..
Port..
Russian
Spanish
Subscribers (millions)
800
600
400
200
0
India
Canada
Cyprus[a]
Romania
Russia
South Korea
Sweden
United Kingdom
United States
Ukraine
India
India
India
India
India
South Korea
Brazil
Belarus
Russia
Argenti..
Chile
El Salvador
Mexico
United..


Country wise subscribers
Country
Subscribers (millions)
1400
1200
1000
800
600
400
200
0
India
United States
South Korea
Russia
Brazil
Sweden
Ukraine
Cyprus[a]
Canada
Argentina
Romania
United Kingdom
Chile
Mexico
El Salvador
United States (Puerto Ric..
Belarus
Language wise subscribers
Primary language
Subscribers (millions)
1,450
773
241
238
228
153
111
109
93
90
63
57
English
Hindi
Spanish
Hindi[7][8]
Korean
Hindi[9]
Portuguese
English[10][11][12]
Hindi[13][14]
Russian
Hindi[16]
Bhojpuri

ADVANTAGES

- User-Friendly Interface: Tableau provides an intuitive, drag-and-drop interface that doesn't require extensive technical expertise, making it accessible to a wide range of users.
- Wide Data Connectivity: It can connect to a variety of data sources, including databases, spreadsheets, cloud services, and more, allowing users to work with diverse datasets explore data dynamically, enhancing the depth of analysis.
- Real-time Data Updates: It supports live connections to data sources, ensuring that visualizations are updated in real-time as the underlying data changes.
- Scalability: Tableau can handle large datasets and complex visualizations without sacrificing performance, allowing for the analysis of big data.
- Mobile Compatibility: Visualizations created in Tableau are responsive and can be viewed on various devices, including smartphones and tablets, ensuring accessibility on the go.

DISADVANTAGES

- Cost: Tableau can be relatively expensive, especially for businesses or individuals on a tight budget. Licensing fees for Tableau Desktop and Server can add up, and may not be feasible for smaller organizations.
- Dependency on Data Sources: Tableau relies heavily on well-structured and organized data sources. If the underlying data is messy or incomplete, it can lead to difficulties in creating accurate and meaningful visualizations.
- Resource Intensive: Tableau can be demanding on system resources, particularly when working with large datasets or complex visualizations. This might require powerful hardware and can lead to slower performance on less capable systems.

APPLICATIONS

- Decision Transparency: It provides a transparent basis for decisions, allowing stakeholders to understand the reasoning behind choices.
- Engagement: Visualizations capture attention and engage the audience, helping to maintain interest in the data being presented.
- Decision Support: When facing complex choices, data visualization provides a clear basis for making informed decisions, reducing reliance on intuition or gut feeling.
- Identifying Patterns and Anomalies: Visualizations make it easier to spot recurring trends or irregularities that might go unnoticed in raw data.

- Exploration and Interactivity: Interactive visualizations allow users to explore data on their own terms, enabling a deeper understanding of the underlying information.

CONCLUSION

From the given project

- Subscriber Growth Analysis: Visualizing subscriber data can provide insights into trends over time. It can help identify periods of rapid growth or stagnation, enabling businesses to adjust their strategies accordingly.
- Geographic Distribution: Maps and geographic visualizations can show where subscribers are located. This information can inform decisions about regional targeting, localization efforts, or expansion strategies.
- Content Performance: Visualizing which types of content or topics resonate most with subscribers can guide content creation efforts. It helps in understanding what content leads to higher engagement and retention.